

DOCUMENT RESUME

ED 277 410

JC 870 024

AUTHOR Fawcett, Lee; Hoglan, Janelle
 TITLE Clackamas Community College 1986 High School Marketing Survey.
 INSTITUTION Clackamas Community Coll., Oregon City, Oreg.
 PUB DATE Nov 86
 NOTE 19p.; Prepared by the Research Office.
 PUB TYPE Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160)
 EDRS PRICE MF01/PC01 Plus Postage.
 DESCRIPTORS *College Bound Students; *College Choice; Community Colleges; *Enrollment Influences; High Schools; High School Seniors; High School Students; Information Sources; School Surveys; *Student Attitudes; Student Recruitment; Two Year Colleges

ABSTRACT

A survey was conducted to gather information from high school juniors and seniors in the Clackamas Community College (CCC) District about their post-high school plans; the factors, people, and information sources most important in the college choice process; and student perceptions of CCC. A total of 1,758 completed surveys were received from nine area high schools. Study findings included the following: (1) 67.9% of the students planned to attend college or trade school immediately after high school, and 88.5% planned to attend college eventually; (2) students indicated that their parents had the most influence on their choice of college; (3) availability of a particular program of study was the most important factor in college choice; (4) a visit to a college and college publications were considered the most important sources of information about a college; and (5) in comparison with survey responses from the previous year, there was a significant increase in students' overall knowledge level about CCC, with 59.3% of the responding seniors having a moderate to high level of knowledge as opposed to 40.8% in 1985. Based on study findings, a series of recommendations concerning publicity and recruitment were developed. The survey instrument is appended. (EJV)

 * Reproductions supplied by EDRS are the best that can be made *
 * from the original document. *

CLACKAMAS COMMUNITY COLLEGE

1986 HIGH SCHOOL MARKETING SURVEY

ED277410

RESEARCH OFFICE

November, 1986

Survey Coordination: Janelle Hoglan

Research Report: Lee Fawcett

"PERMISSION TO REPRODUCE THIS
MATERIAL HAS BEEN GRANTED BY

L. C. Fawcett

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC)."

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

☐ This document has been reproduced as
received from the person or organization
originating it.

☒ Minor changes have been made to improve
reproduction quality.

* Points of view or opinions stated in this docu-
ment do not necessarily represent official
OERI position or policy.

JC 870 024

**Clackamas Community College
1986 High School Marketing Survey**

BACKGROUND

This is the second year that Clackamas Community College has conducted a spring survey of high school juniors and seniors in its college district. Results of the 1986 and 1985 surveys and a copy of the 1986 survey instrument are attached. The survey was conducted in high schools within the college's district in May and early June, 1986.

The survey was designed to gather information from high school students about their post-high school plans and about the college choice process--which factors they consider important in choosing a college, whose opinions are significant to them, and which information sources are most important. The survey also asked students a series of questions about Clackamas Community College. As with last year's results, this year's survey results will be utilized in planning the College's publicity and student recruitment programs.

A total of 1,758 completed surveys were received from Canby (164), Clackamas (237), Colton (90), Estacada (109), Gladstone (110), Milwaukie (138), Mollala (153), Oregon City (521), and Rex Putnam (232) High Schools.

Special thanks for assistance in administration of the survey to Sharon Schneider (Canby), Alice Downs (Clackamas), Lucille Craft (Colton), Norm Kuhlman (Estacada), Judy Dodge (Gladstone), Bill Haugen (Milwaukie), Verlaine Friedrich (Mollala), George Hardin (Oregon City), Bev Lloyd (Rex Putnam), and Mindy Brown of Clackamas Community College.

SURVEY HIGHLIGHTS

- Over 2/3 (67.9%) of the students responding plan to attend college or trade school immediately after high school. 88.5% plan to attend college eventually.
- As in the 1985 survey, parents were most influential in the decision of which college to attend, availability of a program of study was the most important factor, and a visit to a college and college publications were the most important sources of information about a college.
- In 1986 there was a significant increase in students' overall knowledge level about Clackamas. 59.3% of the 1986 seniors responding to 13 questions about CCC had a moderate to very high level of knowledge about CCC, while 40.8% of 1985 seniors had the same level of knowledge.

PUBLICITY AND RECRUITMENT RECOMMENDATIONS

- Continue the college's publicity and promotion efforts aimed at high school students, with particular emphasis on availability of the catalog and program information in local high schools.
- Continue to expand opportunities for students to visit campus.
- Continue to explore ways to inform parents of high school students of the benefits of CCC for their students.

**Clackamas Community College
1986 High School Marketing Survey**

Additional Analysis

CHANGES IN LEVEL OF KNOWLEDGE ABOUT CCC

In comparing last year's junior responses to this year's senior responses there is a 78% increase in the percentage of respondents demonstrating a moderate to very high level of knowledge about CCC, with a 39% increase in very high or high level of knowledge.

LEVEL OF KNOWLEDGE ABOUT CLACKAMAS
(Based on number of "Don't Know"
responses to 13 questions about CCC.)

	Don't Know Responses	1986 Seniors	(%)	1985 Juniors	(%)
Very High	0	35	3.6	10	5.5
High	1-3	170	17.6	18	9.8
Moderate	4-6	369	38.1	33	18.0
Low	7-9	248	25.6	41	22.4
Very Low	10-13	146	15.1	81	44.3
TOTAL		968		183	

A particular example of the increase in level of knowledge regarding Clackamas Community College can be seen by comparing the 68 responses from 1985 juniors at Milwaukie High School and the 135 responses from 1986 seniors at Milwaukie.

LEVEL OF KNOWLEDGE ABOUT CLACKAMAS
(Based on number of "Don't Know"
responses to 13 questions about CCC.)

	Don't Know Responses	Milwaukie 1986 Seniors	(%)	Milwaukie 1985 Juniors	(%)
Very High	0	5	3.7	1	1.5
High	1-3	14	10.4	3	4.4
Moderate	4-6	46	34.1	10	14.7
Low	7-9	37	27.4	16	23.5
Very Low	10-13	33	24.4	38	55.9
TOTAL		135		68	

**Clackamas Community College
1986 High School Marketing Survey**

School to School Comparisons on Selected Items

**WHICH COLLEGE DO YOU PLAN TO ATTEND?
(1986 by percentages)**

High Schools	Undecided	Univ of Or	Clack CC	OSU	MHCC/ PCC	PSU	Other
Canby (162)	30.2	4.3	28.4	4.9	4.4	3.1	24.7
Clackamas (220)	35.0	6.8	14.1	5.0	7.3	5.5	26.4
Colton (85)	34.1	4.7	23.5	2.4	3.5	3.5	28.2
Estacada (99)	33.3	0.0	25.3	0.0	13.1	3.0	25.3
Gladstone (104)	14.4	7.7	22.1	6.7	2.0	3.8	43.3
LaSalle (0)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milwaukie (131)	32.1	3.1	22.9	6.9	6.2	3.8	25.2
Molalla (140)	30.0	4.3	26.4	5.0	1.4	1.4	31.4
Oregon City (474)	29.5	5.5	22.8	6.5	3.8	4.4	27.4
Rex Putnam (220)	34.1	6.4	18.6	6.8	6.4	5.5	22.3
West Linn (0)	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**WHICH COLLEGE DO YOU PLAN TO ATTEND?
(1985 by percentages)**

High Schools	Undecided	Univ of Or	Clack CC	OSU	MHCC/ PCC	PSU	Other
Canby (85)	20.0	4.7	28.2	7.1	7.1	0.0	32.9
Clackamas (150)	10.7	8.7	29.3	5.3	6.0	8.0	32.0
Colton (0)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Estacada (58)	10.3	5.2	31.0	8.6	12.1	1.7	31.0
Gladstone (84)	6.0	6.0	41.7	9.5	4.8	4.8	27.4
LaSalle (153)	7.2	3.3	19.6	11.1	9.1	7.8	41.8
Milwaukie (69)	39.1	5.8	14.5	11.6	4.3	7.2	17.4
Molalla (14)	14.3	0.0	42.9	21.4	0.0	0.0	21.4
Oregon City (0)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rex Putnam (113)	10.6	2.7	31.0	8.0	7.1	8.0	32.7
West Linn (148)	21.6	12.2	16.9	6.1	3.4	6.1	33.8

**Clackamas Community College
1986 High School Marketing Survey**

ARE YOU CONSIDERING ATTENDING CLACKAMAS?

High Schools	1986		1985	
	Yes	%	Yes	%
Canby	85	52.8	33	38.4
Clackamas	68	30.6	70	45.4
Colton	39	50.0	0	0.0
Estacada	54	50.5	32	50.8
Gladstone	40	38.1	52	59.1
LaSalle	0	0.0	48	31.6
Milwaukie	61	46.2	33	45.2
Molalla	80	54.4	7	43.8
Oregon City	232	46.6	0	0.0
Rex Putnam	101	44.5	52	44.8
West Linn	0	0.0	50	33.6

**OVERALL IMPRESSION OF CLACKAMAS CC
(1986 by percentages)**

High Schools	Very Positive	Positive	Neutral	Negative	Very Negative	No Opinion
Canby (162)	11.1	43.2	25.3	6.8	1.2	12.3
Clackamas (225)	7.6	19.6	29.3	5.3	4.0	34.2
Colton (84)	4.8	33.3	28.6	3.6	0.0	29.8
Estacada (106)	12.3	42.5	27.4	2.8	1.9	13.2
Gladstone (106)	5.7	31.1	34.9	9.4	1.9	17.0
LaSalle (0)	0.0	0.0	0.0	0.0	0.0	0.0
Milwaukie (133)	6.0	33.1	21.8	4.5	1.5	33.1
Molalla (150)	9.3	42.7	27.3	3.3	2.7	14.7
Oregon City (497)	6.8	39.8	27.4	3.2	2.2	20.5
Rex Putnam (231)	6.5	35.5	30.7	4.3	1.3	21.6
West Linn (0)	0.0	0.0	0.0	0.0	0.0	0.0

**OVERALL IMPRESSION OF CLACKAMAS CC
(1985 by percentages)**

High Schools	Very Positive	Positive	Neutral	Negative	Very Negative	No Opinion
Canby (80)	10.0	35.0	28.8	2.5	2.5	21.3
Clackamas (151)	7.9	41.7	29.1	4.0	2.0	15.2
Colton (0)	0.0	0.0	0.0	0.0	0.0	0.0
Estacada (64)	10.9	57.8	18.8	1.6	1.6	9.4
Gladstone (85)	5.9	50.6	27.1	1.2	1.2	14.1
LaSalle (148)	4.7	17.6	34.5	5.4	8.1	29.7
Milwaukie (74)	2.7	33.8	32.4	4.1	0.0	27.0
Molalla (17)	0.0	52.9	35.3	5.9	0.0	5.9
Oregon City (0)	0.0	0.0	0.0	0.0	0.0	0.0
Rex Putnam (114)	4.4	36.0	38.6	5.3	0.9	14.9
West Linn (140)	4.3	30.7	32.1	5.7	4.3	22.9

**Clackamas Community College
1986 High School Marketing Survey**

LEVEL OF KNOWLEDGE ABOUT CLACKAMAS COMMUNITY COLLEGE
(1986 percentages--based on number of Don't
Know responses to 13 questions about CCC)

# Don't Know Responses-->	Very High 0	High 1-3	Moderate 4-6	Low 7-9	Very Low 10-13
Canby (164)	2.4	12.8	47.6	27.4	9.8
Clackamas (237)	1.7	11.4	27.0	29.5	30.4
Colton (90)	2.2	4.4	24.4	43.3	25.6
Estacada (109)	5.5	17.4	45.0	22.9	9.2
Gladstone (110)	6.4	23.6	34.5	20.9	14.5
LaSalle (0)	0.0	0.0	0.0	0.0	0.0
Milwaukie (138)	3.6	10.1	33.3	26.8	26.1
Molalla (153)	2.0	16.3	41.2	23.5	17.0
Oregon City (521)	3.5	16.7	30.9	29.4	19.6
Rex Putnam (232)	2.6	16.8	32.8	33.2	14.7
West Linn (0)	0.0	0.0	0.0	0.0	0.0

LEVEL OF KNOWLEDGE ABOUT CLACKAMAS COMMUNITY COLLEGE
(1985 percentages--based on number of Don't
Know responses to 13 questions about CCC)

# Don't Know Responses-->	Very High 0	High 1-3	Moderate 4-6	Low 7-9	Very Low 10-13
Canby (90)	16.7	12.2	18.9	10.0	42.2
Clackamas (159)	6.3	14.5	20.8	22.0	36.5
Colton (0)	0.0	0.0	0.0	0.0	0.0
Estacada (66)	12.1	16.7	21.2	21.2	28.8
Gladstone (89)	7.9	12.4	31.5	25.8	22.5
LaSalle (155)	7.7	9.0	10.3	16.8	56.1
Milwaukie (77)	1.3	3.9	19.5	23.4	51.9
Molalla (17)	0.0	17.6	29.4	35.3	17.6
Oregon City (0)	0.0	0.0	0.0	0.0	0.0
Rex Putnam (119)	9.2	8.4	26.9	22.7	32.8
West Linn (154)	13.0	7.8	15.6	19.5	44.2

CLACKAMAS COMMUNITY COLLEGE

High School Marketing Research Survey

Your opinions are important. Clackamas Community College will use the information from this survey to help meet the information needs of prospective college students. We would like you to complete this survey, even if you answered a similar survey last spring. Thank you for your help. (Note--Please ignore the numbers next to the blanks. They are computer processing codes.)

1. School _____ 01 Canby _____ 02 Clackamas _____ 03 Colton
 _____ 04 Estacada _____ 05 Gladstone _____ 08 LaSalle
 _____ 09 Milwaukie _____ 10 Molalla _____ 12 Oregon City
 _____ 14 Rex Putnam _____ 16 West Linn
2. _____ 1 Senior _____ 2 Junior _____ 3 Sophomore _____ 4 Freshman
3. _____ 1 Female _____ 2 Male
4. What career do you plan to enter?
 _____ 01 Undecided _____ 02 Personal Services (secretary/chef/real
 _____ 03 Business _____ 04 estate/etc.)
 _____ 04 Education _____ 05 Communication/Arts/Entertainment
 _____ 06 Health Care _____ 07 Skilled Trades (automotive/agriculture/
 _____ 08 Science/Math _____ 08 drafting/construction/etc.)
 _____ 09 Computers _____ 10 Public Service (law enforcement/military/
 _____ 11 Engineering _____ 11 law/etc.)
 _____ 12 Social Sciences (psychology/sociology/etc.)
5. What are your plans for the Fall after you graduate from high school?
 (Check only one)
 _____ 1 Get a full time job. _____ 2 Attend a trade or technical school.
 _____ 3 Attend a four-year college. _____ 4 Attend a community college.
 _____ 5 Join the military. _____ 6 Other (_____)
6. Please indicate whether you agree or disagree with each of these statements about Clackamas Community College.
- | | Agree | Disagree | K |
|--|-------|----------|---|
| Clackamas has quality instructional programs. | _____ | _____ | |
| The quality of the Clackamas faculty is high. | _____ | _____ | |
| Costs at Clackamas are lower than at most colleges. | _____ | _____ | |
| Faculty and staff at Clackamas care about individual students. | _____ | _____ | |
| Clackamas has a quality program in the area I plan to study. | _____ | _____ | |
| Clackamas has many activities and organizations for students. | _____ | _____ | |
| Credits at Clackamas will transfer to four-year colleges. | _____ | _____ | |
| Many students at Clackamas are more interested in having fun than studying. | _____ | _____ | |
| Clackamas has many job-related classes. | _____ | _____ | |
| Clackamas provides enough financial aid for students who need it. | _____ | _____ | |
| Clackamas has quality classrooms, labs, and shop facilities. | _____ | _____ | |
| Classes at Clackamas prepare students for junior-senior classes at four-year colleges. | _____ | _____ | |
| Seniors at Clackamas are friendly. | _____ | _____ | |
- 5/86 MORE QUESTIONS ON BACK →

CLACKAMAS COMMUNITY COLLEGE
High School Marketing Research Survey

Page 2

7. What are your college plans?
☐ 1 Attend college within one year after high school.
☐ 2 Attend college, but not within the first year after high school.
☐ 3 Do not plan to attend college.
8. If you plan to attend college, which one do you plan to attend?
☐ 1 Undecided ☐ 2 University of Oregon
☐ 3 Clackamas Community College ☐ 4 Oregon State University
☐ 5 Mt. Hood Community College ☐ 6 Portland State University
☐ 7 Portland Community College ☐ 8 Other (_____)
9. Are you considering attending Clackamas Community College?
☐ 1 Yes ☐ 2 No
10. Please rate 1, 2, 3 the three people whose opinion is most important to you in deciding which college to attend (1 = most important). If only 1 or 2 people are important, rate only 1 or 2.
☐ 01 Employer ☐ 02 High school counselor
☐ 03 High school friends ☐ 04 High school teacher
☐ 05 Other relatives ☐ 06 Parents
☐ 07 Representatives from that college ☐ 08 Students at that college
11. Please rate 1, 2, 3 the three factors which are most important to you in deciding which college to attend (1 = most important). If only 1 or 2 factors are important, rate only 1 or 2.
☐ 01 Academic reputation. ☐ 02 Athletic programs are available.
☐ 03 Average class size. ☐ 04 Extracurricular activities are available.
☐ 05 The campus is attractive. ☐ 07 My friends plan to attend the same college.
☐ 06 Distance from my home. ☐ 10 Part-time work is available.
☐ 08 Financial aid is available. ☐ 12 Quality of classrooms, labs, and shops
☐ 09 Low cost.
☐ 11 Size of the college.
☐ 13 The program of study I want is available
12. Please rate 1, 2, 3 the three most important sources of information about a college (1 = most important). If only 1 or 2 sources of information are important, rate only 1 or 2.
☐ 01 High school teachers ☐ 02 Friends at the college
☐ 03 Relatives ☐ 04 High school counselors
☐ 05 High school friends ☐ 06 College class schedule
☐ 07 Visit to the college ☐ 08 Letter from college representative
☐ 09 College catalog ☐ 10 Phone call from college representative
☐ 11 Parents ☐ 12 Visit of college representative to my school
☐ 13 College brochures
13. What is your overall impression of Clackamas Community College?
☐ 1 Very Positive ☐ 2 Positive ☐ 3 Neutral
☐ 4 Negative ☐ 5 Very Negative ☐ 6 No Opinion

THANK YOU FOR PARTICIPATING IN THIS SURVEY!

CLACKAMAS COMMUNITY COLLEGE
High School Market Research Surveys

TOTAL STUDENT RESPONSES
1986 and 1985 Surveys

YEAR IN SCHOOL				
	1986	(%)	1985	(%)
Senior	968	55.6	731	79.7
Junior	762	43.8	183	20.0
Sophomore	9	0.5	1	0.1
Freshman	1	0.1	2	0.2
No Response (not included in %)	18		9	
TOTAL	1758		926	

STUDENT GENDER				
	1986	(%)	1985	(%)
Female	861	52.9	496	54.1
Male	767	47.1	421	45.9
No Response (not included in %)	130		9	
TOTAL	1758		926	

CAREER PLANS				
	1986	(%)	1985	(%)
Undecided	528	30.5	107	12.0
Personal Services	76	4.4	101	11.3
Business	283	16.3	194	21.7
Education	89	5.1	44	4.9
Arts/Entertain/Comm	137	7.9	73	8.2
Health Care	121	7.0	81	9.1
Skilled Trades	158	9.1	86	9.6
Science/Math	42	2.4	19	2.1
Computers	37	2.1	39	4.4
Public Service	106	6.1	76	8.5
Engineering	90	5.2	54	6.0
Social Sciences	66	3.8	21	2.3
No Response (not included in %)	25		31	
TOTAL	1758		926	

CLACKAMAS COMMUNITY COLLEGE
High School Market Research Surveys

POST-HIGH SCHOOL PLANS

	1986	(%)	1985	(%)
Full-Time Job	304	17.5	167	18.2
Attend Trade School	110	6.3	66	7.2
Attend 4-Yr College	597	34.4	351	38.2
Attend Comm College	473	27.2	223	24.3
Join Military	109	6.3	49	5.3
Other	143	8.2	62	6.8
No Response (not included in %)	22		8	
TOTAL	1758		926	

GENERAL COLLEGE ATTENDANCE PLANS

	1986	(%)	1985	(%)
Within 1 Year of HS	1189	69.3	672	74.0
Not Within 1 Year	330	19.2	158	17.4
No College	196	11.4	78	8.6
No Response (not included in %)	43		18	
TOTAL	1758		926	

WHICH COLLEGE DO YOU PLAN TO ATTEND?

	1986	(%)	1985	(%)
Undecided	505	30.8	128	14.6
Univ of Oregon	84	5.1	55	6.3
Clackamas Comm Coll	361	22.0	227	26.0
Oregon State Univ	91	5.6	73	8.4
Mt Hood Comm Coll	60	3.7	35	4.0
Portland State Univ	67	4.1	52	5.9
Portland Comm Coll	23	1.4	21	2.4
Other	448	27.3	283	32.4
No Response (not included in %)	119		52	
TOTAL	1758		926	

CLACKAMAS COMMUNITY COLLEGE
High School Market Research Surveys

MOST IMPORTANT PEOPLE INFLUENCING COLLEGE DECISION

	1986 (number one ratings)	(%)	1985 (very important ratings)	(%)
Employer	110	6.8	97	10.5
HS Counselor	147	9.1	150	16.2
HS Friends	132	8.2	100	10.8
HS Teacher	66	4.1	122	13.2
Other Relatives	62	3.8	62	6.7
Parents	868	53.6	383	41.4
Coll Representative	124	7.7	215	23.2
Students at College	109	6.7	287	31.0
No Response (not included in %)	140			

TOTAL

1758

(For 1985 survey, students
rated each person separately.)

MOST IMPORTANT PEOPLE INFLUENCING COLLEGE DECISION
(1986 Survey--Total of 1, 2, or 3 ratings)

	Total Responses	% of Responses
Employer	248	5.5
HS Counselor	639	14.3
HS Friends	599	13.4
HS Teachers	351	7.9
Other Relatives	375	8.4
Parents	1331	29.8
Coll Representative	433	9.7
College Students	493	11.0
TOTAL RESPONSES	4469	
TOTAL STUDENTS RESPONDING	1652	

CLACKAMAS COMMUNITY COLLEGE
High School Market Research Surveys

MOST IMPORTANT FACTORS IN COLLEGE DECISION

	1986 (number one ratings)	(%)	1985 (very important ratings)	(%)
Academic Reputation	373	22.4	524	56.6
Athletic Programs	75	4.5	176	19.0
Average Class Size	38	2.3	273	29.5
Attractive Campus	29	1.7	255	27.5
Extra Activities	18	1.1	223	24.1
Distance from Home	129	7.7	288	31.1
Financial Aid	131	7.9	487	52.6
Friends Attending	17	1.0	83	9.0
Low Cost	185	11.1	422	45.6
Size of College	27	1.6	203	21.9
Part Time Work Avail	17	1.0	333	36.0
Major Available	594	35.7	786	84.9
Quality Facilities	33	2.0	538	58.1
No Response (not included in %)	92			

TOTAL

1758

(For 1985 survey, students
rated each factor separately.

MOST IMPORTANT FACTORS IN COLLEGE DECISION
(1986 Survey--Total of 1, 2, or 3 ratings)

	Total Responses	% of Responses
Academic Reputation	716	15.0
Athletic Programs	230	4.8
Average Class Size	164	3.4
Attractive Campus	150	3.1
Extra Activities	125	2.6
Distance from Home	470	9.9
Financial Aid	543	11.4
Friends Attending	157	3.3
Low Cost	536	11.3
Size of College	173	3.6
Part Time Work Avail	211	4.4
Major Available	1030	21.6
Quality Facilities	258	5.4
TOTAL RESPONSES	4763	
TOTAL STUDENTS RESPONDING	1668	

CLACKAMAS COMMUNITY COLLEGE
High School Market Research Surveys

MOST IMPORTANT COLLEGE INFORMATION SOURCES

	1986 (number one ratings)	(%)	1985 (most important ratings)	(%)
HS Teachers	132	8.0	218	23.5
Friends at College	133	8.1	471	50.9
Relatives	71	4.3	175	18.9
HS Counselor	155	9.4	406	43.8
HS Friends	56	3.4	226	24.4
College Class Sched	14	0.9	294	31.7
Visit to College	436	26.5	617	66.6
Letter from College	47	2.9	431	46.5
College Catalog	169	10.3	547	59.1
Call from College	10	0.6	229	24.7
Parents	171	10.4	384	41.5
College Rep at HS	97	5.9	403	43.5
College Brochure	154	9.4	542	58.5
No Response (not included in %)	113			

TOTAL

1758

(For 1985 survey, students
rated each source separately.)

MOST IMPORTANT COLLEGE INFORMATION SOURCES
(1986 Survey--Total of 1, 2, or 3 ratings)

	Total Responses	% of Responses
HS Teachers	266	5.8
Friends at College	422	9.2
Relatives	199	4.3
HS Counselor	447	9.7
HS Friends	205	4.4
College Class Sched	73	1.6
Visit to College	811	17.6
Letter from College	255	5.5
College Catalog	500	10.9
Call from College	108	2.3
Parents	423	9.2
College Rep at HS	336	7.3
College Brochure	562	12.2
TOTAL RESPONSES	4607	
TOTAL STUDENTS RESPONDING	1648	

CLACKAMAS COMMUNITY COLLEGE
High School Market Research Surveys

OVERALL IMPRESSION OF CLACKAMAS

	1986	(%)	1985	(%)
Very Positive	129	7.6	52	6.0
Positive	611	36.0	315	36.1
Neutral	475	28.0	272	31.2
Negative	76	4.5	36	4.1
Very Negative	35	2.1	26	2.9
No Opinion	372	21.9	172	19.7
No Response (not included in %)	60		53	
TOTAL	1758		926	

ARE YOU CONSIDERING ATTENDING CLACKAMAS?

	1986	(%)	1985	(%)
Yes	761	45.3	377	42.0
No	918	54.7	520	58.0
No Response (not included in %)	79		29	
TOTAL	1758		926	

LEVEL OF KNOWLEDGE ABOUT CLACKAMAS
(Based on responses to 13 statements about CCC.)

	1986	(%)	1985	(%)
Very High (0 Don't Know Responses)	78	4.4	84	9.1
High (1-3 Don't Know Responses)	175	10.0	98	10.6
Moderate (4-6 Don't Know Responses)	467	26.6	184	19.8
Low (7-9 Don't Know Responses)	505	28.7	188	20.3
Very Low (10-13 Don't Know Responses)	533	30.3	372	40.2
TOTAL	1758		926	

CLACKAMAS COMMUNITY COLLEGE
High School Market Research Surveys

STUDENT RESPONSES TO STATEMENTS ABOUT CLACKAMAS

These 4 pages show responses to 13 statements about Clackamas.

CLACKAMAS HAS QUALITY INSTRUCTIONAL PROGRAMS

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	596	87.4	34.5	291	82.7	32.9
Disagree	86	12.6	5.0	61	17.3	6.9
Don't Know	1047		60.6	532		60.2
No Response (not included in %)	29			42		
TOTAL	1758			926		

QUALITY OF CLACKAMAS FACULTY IS HIGH

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	354	76.5	20.6	179	72.2	20.3
Disagree	109	23.5	6.4	69	27.8	7.8
Don't Know	1253		73.0	633		71.9
No Response (not included in %)	42			45		
TOTAL	1758			926		

COSTS AT CLACKAMAS ARE LOWER THAN AT MOST COLLEGES

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	1022	94.7	59.3	481	96.0	54.7
Disagree	57	5.3	3.3	20	4.0	2.3
Don't Know	643		37.3	378		43.0
No Response (not included in %)	36			47		
TOTAL	1758			926		

CLACKAMAS COMMUNITY COLLEGE
High School Market Research Surveys

CLACKAMAS FACULTY AND STAFF CARE ABOUT STUDENTS

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	333	79.9	19.4	161	75.2	18.4
Disagree	84	20.1	4.9	53	24.8	6.1
Don't Know	1296		75.7	660		75.5
No Response (not included in %)	45			52		
TOTAL	1758			926		

CLACKAMAS HAS A QUALITY PROGRAM IN MY AREA OF STUDY

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	376	53.4	21.8	167	49.7	19.0
Disagree	328	46.6	19.0	169	50.3	19.3
Don't Know	1019		59.1	541		61.7
No Response (not included in %)	35			49		
TOTAL	1758			926		

CLACKAMAS HAS MANY ACTIVITIES AND ORGANIZATIONS

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	729	90.0	42.3	270	86.3	30.8
Disagree	81	10.0	4.7	43	13.7	4.9
Don't Know	912		53.0	564		64.3
No Response (not included in %)	36			49		
TOTAL	1758			926		

CLACKAMAS COMMUNITY COLLEGE
High School Market Research Surveys

CREDITS AT CLACKAMAS WILL TRANSFER TO FOUR-YEAR COLLEGES

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	950	94.4	55.2	414	89.0	47.3
Disagree	56	5.6	3.3	51	11.0	5.8
Don't Know	715		41.5	411		46.9
No Response (not included in %)	37			50		
TOTAL	1758			926		

STUDENTS AT CLACKAMAS ARE MORE INTERESTED IN FUN THAN STUDYING

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	307	41.4	17.8	113	34.3	12.9
Disagree	435	58.6	25.2	216	65.7	24.6
Don't Know	982		57.0	549		62.5
No Response (not included in %)	34			48		
TOTAL	1758			926		

CLACKAMAS HAS MANY JOB-RELATED CLASSES

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	851	95.6	49.3	337	92.8	38.4
Disagree	39	4.4	2.3	26	7.2	3.0
Don't Know	835		48.4	514		58.6
No Response (not included in %)	33			49		
TOTAL	1758			926		

CLACKAMAS COMMUNITY COLLEGE
High School Market Research Surveys

CLACKAMAS PROVIDES FINANCIAL AID FOR STUDENTS WHO NEED IT

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	445	77.7	26.0	209	81.3	23.9
Disagree	128	22.3	7.5	48	18.7	5.5
Don't Know	1139		66.5	616		70.6
No Response (not included in %)	46			53		
TOTAL	1758			926		

CLACKAMAS HAS QUALITY CLASSROOMS, LABS, AND SHOP FACILITIES

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	534	90.2	30.9	208	82.2	23.7
Disagree	58	9.8	3.4	45	17.8	5.1
Don't Know	1135		65.7	626		71.2
No Response (not included in %)	31			47		
TOTAL	1758			926		

CLACKAMAS CLASSES PREPARE STUDENTS FOR JUNIOR-SENIOR CLASSES

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	657	88.7	38.1	302	88.6	34.4
Disagree	84	11.3	4.9	39	11.4	4.4
Don't Know	984		57.0	538		61.2
No Response (not included in %)	33			47		
TOTAL	1758			926		

STUDENTS AT CLACKAMAS ARE FRIENDLY

	1986	% Agree/ Disagree	Total %	1985	% Agree/ Disagree	Total %
Agree	603	90.4	35.0	256	89.2	29.1
Disagree	64	9.6	3.7	31	10.8	3.5
Don't Know	1055		61.3	593		67.4
No Response (not included in %)	36			46		
TOTAL	1758			926		